

CHANGEMAKER

NOMINATION FORM GUIDE

SPICY AWARDS
ACTIVISTS
CREATIVES
ENTREPRENEURS
INITIATORS
INNOVATORS

INAUGURAL
2026
HONOURING
THOSE IMPACTING
THE MARGINS
OF SOCIETY
Activists . Creatives . Entrepreneurs . Initiators . Innovators

12 September 2026 | Spicy Circle Summit • 9:00 AM | Spicy Awards Gala • 3:00 PM (EAT)

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From the Awarding Board

The Spicy Awards were created to do more than celebrate achievement. We exist to **spot the fire, document the impact, and put extraordinary changemakers on the record.**

Across communities, movements, enterprises, creative spaces, institutions, and innovation ecosystems, people are doing work that changes lives. Much of that work happens far from the spotlight. It is built quietly, persistently, and often against the odds.

The Spicy Awards Changemaker Nomination Form is designed to help us see that work clearly.

This guideline is here to help nominators prepare a strong, accurate, and compelling submission. It explains what information we are looking for, why each section matters, and how to present the nominee's story in a way that allows the Jury to understand the **problem, the action, the evidence, the impact, and the significance.**

A strong nomination does not need exaggerated language. It needs **truth, clarity, substance, evidence, and impact.**

Tell us what happened. Tell us what changed. Show us the receipts.

Most importantly, remember that the Spicy Awards are not simply looking for people who are visible. We are looking for people and organizations whose work carries **Strength, Purpose, Innovation, Creativism, and Equity.**

Thank you for putting a changemaker forward.

The Awarding Board

Spicy Awards

From the Margins to the Mainstage.

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01 — BEFORE YOU BEGIN

Bring the evidence. Tell the story. Show the impact.

Before opening the nomination form, take time to gather the information you will need.

The nomination form is organized into **10 sections**. Each section builds on the previous one, taking the Jury from **who is making the nomination** to **who the changemaker is, what they do, what has changed, and how that impact can be verified**.

You should be prepared to provide:

- Your own contact information.
- Accurate information about the nominee.
- The nominee's most appropriate SPICY Archetype.
- Up to two appropriate archetypes where the nominee genuinely operates across archetypal boundaries.
- Up to three relevant award categories.
- Subcategories where applicable.
- A compelling impact story.
- Supporting evidence and verification links.
- A nominee photograph or organization logo.
- Social media and public-facing links.
- Safeguarding information for young changemakers.
- Required declarations and consent.

Before submitting

Review:

1. **Eligibility Requirements**
2. **Award Categories & Archetypes**
3. **Recognized Sectors**
4. **Jury Process & Evaluation**

Make sure your nomination is complete before submission.

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The golden rule

Do not nominate based only on reputation. Nominate based on demonstrated impact.

A well-known person is not automatically a strong nominee. Likewise, a grassroots changemaker with limited public visibility should not be overlooked.

The Jury is interested in the **substance of the work**.

02 — NOMINATOR

Who is putting this changemaker forward?

This section establishes who you are and your relationship to the nomination.

The information you provide allows the Spicy Awards Secretariat to contact you if clarification or verification is required.

Fields

I am nominating:

- Myself
- Another Individual
- An Organization

Nominator First Name

Required.

Nominator Last Name

Required.

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Title / Role

Required.

Examples:

- Founder
- Executive Director
- Program Manager
- Community Organizer
- Journalist
- Colleague
- Mentor

Organization / Affiliation

Optional where applicable.

Country / Region

Required.

Phone / WhatsApp

Required.

Email Address

Required.

Make sure this email address is active. A confirmation and relevant communication may be sent to it.

Relationship to Nominee

Examples:

- Self
- Colleague
- Mentor
- Partner
- Community Member
- Employer
- Beneficiary
- Friend

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How did you learn about the nominee's work?

Briefly explain how you became aware of the nominee's contribution.

Spicy Tip

If you are nominating someone else, explain your relationship honestly. A strong nomination is not strengthened by pretending to have a closer relationship with the nominee than you actually do.

03 — THE CHANGEMAKER

Tell us who is doing the work.

This section establishes the identity and basic profile of the nominee.

The nominee may be an **individual or organization**.

Fields

Nominee Type

- Individual
- Organization

Is the nominee aware of this nomination?

- Yes
- No

Where appropriate, it is strongly encouraged that nominators communicate with nominees before submitting.

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If the nominee is an individual

Provide:

First Name

Required.

Middle Name

Optional.

Last Name

Required.

Position / Title

Examples:

- Founder
- Activist
- Artist
- Entrepreneur
- Researcher
- Educator
- Community Organizer

If the nominee is an organization

Provide:

Organization / Business Name

Required.

Organization Type

Possible examples include:

- Nonprofit
- Social Enterprise
- Company
- Government / Public Institution

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- Community Organization
- Foundation / Charity
- Educational Institution
- Other

Primary Representative

Provide the name of a person who can appropriately represent or verify the organization.

Shared nominee information

Website

Phone Number

Required.

Nominee Email

Required.

This is particularly important because the Spicy Awards may need to communicate directly with the nominee.

Date of Birth

Relevant for individual nominees and particularly important when assessing young changemakers.

Nationality

Country of Residence / Operation

Required.

Project / Programme / Initiative

If the nomination concerns a particular project, movement, campaign, enterprise, program, or initiative, identify it.

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Most Active Social Media Link

Provide the public-facing account that best demonstrates the nominee's work.

04 — CHOOSE THE SPICY ARCHETYPE

Where does their fire burn?

The SPICY Archetypes help the Spicy Awards understand the **nature of the nominee's contribution**.

You may select **up to two archetypes** where the nominee genuinely demonstrates significant work across both.

Do not select multiple archetypes simply to increase the nominee's chances.

Choose the archetype—or combination of archetypes—that most accurately reflects the nominee's work.

01 — ACTIVISTS

Activists Archetype

Individuals and organizations championing **justice, rights, wellbeing, and sustainability for people and planet**.

Consider this archetype for nominees whose work includes:

- Human rights advocacy
- Environmental activism
- Social justice
- Community service
- Campaigning
- Civic engagement
- Rights-based movements
- Advocacy for marginalized communities

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02 — CREATIVES

Creatives Archetype

Artists, storytellers, communicators, and cultural transformers advancing **justice, joy, dignity, and social transformation through creativity.**

Consider this archetype for:

- Artists
 - Filmmakers
 - Musicians
 - Writers
 - Photographers
 - Journalists
 - Designers
 - Cultural practitioners
 - Storytellers
 - Creative movements
-

03 — ENTREPRENEURS

Entrepreneurs Archetype

Builders of purpose-driven ventures advancing **social, economic, and environmental good.**

Consider this archetype for:

- Social entrepreneurs
 - Impact businesses
 - Purpose-driven founders
 - Inclusive businesses
 - Sustainable enterprises
 - Economic empowerment initiatives
 - Enterprises addressing social or environmental challenges
-

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04 — INITIATORS

Initiators Archetype

Educators, organizers, and institutions that **ignite and grow changemaking at the grassroots.**

Consider:

- Educators
 - Community organizers
 - Grassroots leaders
 - Institutions
 - Youth leadership initiatives
 - Community development programs
 - Movement builders
-

05 — INNOVATORS

Innovators Archetype

Visionary problem-solvers advancing **systems change through bold ideas, practical tools, and new approaches.**

Consider:

- Technology innovators
 - Researchers
 - Systems thinkers
 - Healthcare innovators
 - Financial inclusion pioneers
 - Digital solution builders
 - New-model developers
 - People creating practical solutions to persistent problems
-

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Why did you choose this archetype?

Explain why the selected archetype accurately represents the nominee.

Do not simply write:

"They are an Activist."

Instead, explain **what they have done that makes them an Activist**.

Strong approach

Describe:

Contribution → Action → Evidence → Impact

05 — AWARD CATEGORY

Put the impact in the right room.

The archetype identifies the broad nature of the nominee's changemaking.

The **award category** identifies the specific area in which the nominee's contribution should be recognized.

You may select **up to three relevant award categories**, provided the nominee genuinely qualifies for them.

Where a selected category contains subcategories, choose the most appropriate subcategory.

Fields

Award Category

Select the category that best reflects the nominee's demonstrated contribution.

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Award Sub-Category

Where applicable, select the most appropriate subcategory.

Why is this the most appropriate category?

Explain why the nominee's work belongs in the selected category.

Important

Do not select categories simply because they sound impressive.

The strongest category is the one for which the nomination provides the **clearest evidence of impact**.

06 — THE IMPACT STORY

Don't just tell us what they do. Tell us what changed.

This is one of the most important sections of the nomination.

The Jury needs to understand the nominee's journey from **challenge to action to impact**.

Your responses should be specific and evidence-based.

01 — What problem, challenge, or opportunity is the nominee addressing?

Describe the issue.

Consider:

- Who was affected?
- Where was the problem occurring?
- Why did it matter?
- How significant was the challenge?
- What gap or opportunity did the nominee identify?

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02 — What has the nominee actually done?

Move from intention to action.

Describe:

- Programs launched
- Campaigns conducted
- Businesses created
- Communities organized
- Technologies developed
- Policies influenced
- People trained
- Stories told
- Systems changed
- Partnerships created

Focus on what actually happened.

03 — What changed because of their work?

This is where the nomination becomes an impact case.

Where possible, provide measurable information.

Examples:

- Number of people reached
- Jobs created
- Communities served
- Policies influenced
- Students trained
- Businesses supported
- Trees restored
- Patients reached
- Women or young people empowered
- Revenue generated for beneficiaries
- Systems or institutions changed

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Numbers are powerful—but qualitative change matters too.

Explain what became **different, better, stronger, safer, fairer, more accessible, or more sustainable**.

04 — What makes this nominee stand out as a changemaker?

Tell the Jury why this particular nominee deserves recognition.

Consider:

- Innovation
- Courage
- Persistence
- Leadership
- Community trust
- Scale
- Sustainability
- Originality
- Inclusion
- Long-term significance
- Ability to inspire others

Spicy Tip

Avoid turning this section into a biography.

The Jury does not need a life story unless it helps explain the impact.

Make the impact the protagonist.

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07 — EVIDENCE & VERIFICATION

Show us the receipts.

Great stories deserve credible evidence.

Supporting evidence helps the Jury understand whether the claimed contribution can be verified.

Evidence may include:

- Impact reports
- Testimonials
- Awards
- Certifications
- Media coverage
- Research
- Publications
- Annual reports
- Program reports
- Independent evaluations
- Public data
- Before-and-after evidence
- Case studies
- Beneficiary stories

Fields

Available Evidence

Select all that apply.

Supporting Links

You may provide multiple links.

Examples:

- Website
- Published report
- News article
- Campaign page

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- Research publication
- Video
- Public database
- Project page

Supporting Documents

Where appropriate, upload relevant supporting materials.

Evidence principle

Evidence should help answer:

"How do we know this happened?"

Do not submit irrelevant material simply to increase the number of attachments.

08 — NOMINEE PHOTO / ORGANIZATION LOGO

Put a face to the impact.

The Spicy Awards is a celebration of people, organizations, ideas, and impact.

A strong nomination should therefore include an appropriate visual identity.

Required field

Nominee Photo / Organization Logo

Upload a high-resolution JPEG.

Preferred image

For individuals:

- Clear
- Recent
- High resolution
- Full color

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- Professional or appropriate context
- Minimal visual clutter

For organizations:

- Official logo
- High-resolution version
- Preferably the organization's current identity

Avoid

- Blurry images
- Screenshots
- Heavily compressed images
- Images containing unnecessary text
- Images where the nominee cannot be clearly identified

09 — SOCIAL FOOTPRINT

Show us where the work lives.

Public platforms can help the Jury and Secretariat understand the nominee's public presence and verify aspects of their work.

Fields

LinkedIn

Facebook

Instagram

X / Twitter

TikTok

YouTube

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What should you provide?

Use the nominee's **official or most relevant account**.

Do not provide unrelated personal accounts unless they directly demonstrate the nominee's work.

A social footprint is **supporting evidence**, not a popularity contest.

A nominee does not need thousands of followers to have significant impact.

10 — YOUNG CHANGEMAKERS & SAFEGUARDING

Protect the people behind the impact.

Young changemakers are an important part of the Spicy Awards ecosystem.

Where a nominee is under 18, additional safeguarding information is required.

Question

Is the nominee under 18 years of age?

- Yes
- No

If **Yes**, provide:

Parent / Guardian Name

Relationship to Nominee

Parent / Guardian Phone

Parent / Guardian Email

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Why this matters

Safeguarding is not an administrative formality.

It exists to ensure that young nominees are recognized and represented responsibly and that appropriate consent and communication processes are followed.

For nominators

Do not disclose unnecessary sensitive information about a child or young person.

Only provide information relevant to the nomination and safeguarding requirements.

11 — DECLARATION & CONSENT

Before you send it into the circle.

The final section confirms that the nomination is being submitted responsibly.

You must review and confirm each applicable declaration before submitting.

1. Accuracy

Confirm that the information provided is accurate to the best of your knowledge.

2. Completeness

Acknowledge that incomplete, misleading, fraudulent, or unverifiable submissions may be excluded or disqualified.

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3. No Guarantee

Acknowledge that submitting a nomination does **not guarantee shortlisting, finalist status, or winning.**

4. Verification

Acknowledge that the Spicy Awards may contact the nominator, nominee, or relevant third parties and request additional information where necessary.

5. Materials & Communications

Provide consent regarding the legitimate use and retention of submitted nomination materials, photographs, logos, and supporting information for Spicy Awards administration, verification, archival, storytelling, and communications purposes.

6. Review

Confirm that you have reviewed the applicable:

- Eligibility requirements
 - Award categories
 - Archetypes
 - Recognized sectors
 - Judging process
-

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THE SPICY NOMINATION TEST

Before pressing **Submit Nomination**, ask yourself:

THE PERSON: Have I clearly established who this changemaker is?

THE PROBLEM: Have I explained what problem they are addressing?

THE ACTION: Have I demonstrated what they actually did?

THE IMPACT: Have I shown what changed?

THE EVIDENCE: Can the Jury verify the most important claims?

THE ARCHETYPE: Have I selected the archetype that genuinely reflects their work?

THE CATEGORY: Is the award category supported by the evidence in my nomination?

THE STORY: Does the nomination communicate why this work matters?

THE CONSENT: Have I completed the declarations honestly and responsibly?

WHAT MAKES A SPICY NOMINATION STAND OUT?

A strong nomination usually has five characteristics:

01 — CLEAR:

The Jury should quickly understand who the nominee is and what they do.

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02 — SPECIFIC

Replace broad claims with concrete examples.

Instead of:

"They have helped many people."

Say:

"Their program trained 480 young people across three counties, with 72 participants subsequently launching income-generating activities."

Specificity creates credibility.

03 — EVIDENCE-BASED

Back important claims with links, reports, testimonials, data, or other credible material.

04 — IMPACT-DRIVEN

Activities are important, but **results matter**.

Explain what changed because of the work.

05 — AUTHENTIC

Do not manufacture a story.

Do not exaggerate.

Do not inflate numbers.

Do not present someone else's work as the nominee's work.

Tell the truth—and tell it powerfully.

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WHAT THE JURY IS LOOKING FOR

The Jury will consider nominations against the published award framework and criteria.

A compelling nomination should help demonstrate:

- **SIGNIFICANCE**

Why does this work matter?

- **IMPACT**

What tangible or meaningful change has occurred?

- **RELEVANCE**

How closely does the work align with the selected archetype and category?

- **INNOVATION**

What is distinctive, courageous, creative, or new about the approach?

- **SUSTAINABILITY**

Is the impact capable of continuing, growing, or influencing others?

- **INCLUSION & EQUITY**

Who benefits, particularly communities that are often overlooked or underserved?

- **EVIDENCE**

Can the claims be supported and verified?

- **GRASSROOTS VALUE**

Does the work demonstrate meaningful connection to communities and real-world change?

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THE SPICY VALUES

Every nomination should also connect, where relevant, to the **SPICE Leadership Framework**:

S — STRENGTH

The courage, resilience, leadership, and determination to act.

P — PURPOSE

A clear commitment to meaningful change.

I — INNOVATION

New thinking, approaches, tools, models, or solutions.

C — CREATIVISM

The creative energy to imagine, communicate, build, and transform.

E — EQUITY

A commitment to fairness, inclusion, dignity, and expanded opportunity.

The strongest nominations do not merely claim these values.

They demonstrate them.

IMPORTANT REMINDERS

One nomination. One clear story.

Make sure the information across all sections tells a consistent story.

- **Accuracy matters.**

The Spicy Awards may verify information provided in the nomination.

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- **Evidence matters.**

Where a claim can be supported, provide the supporting evidence.

- **Category matters.**

Choose categories based on demonstrated impact—not prestige.

- **Multiple archetypes require genuine breadth.**

If selecting two archetypes, the nominee should have substantial work that legitimately falls within both.

- **Up to three categories**

Where permitted, a nominee may be considered for up to three relevant award categories. Each selected category should be supported by the nomination.

- **Do not wait until the final screen.**

Prepare your information and supporting materials before beginning the form.

FINAL CHECK

Before submitting, confirm that:

- ☐ All required fields are complete.
- ☐ Nominator information is accurate.
- ☐ Nominee information is accurate.
- ☐ Nominee email is correct.
- ☐ Appropriate archetype(s) have been selected.
- ☐ Appropriate award category/categories have been selected.
- ☐ Subcategories have been selected where applicable.
- ☐ The impact story clearly explains the problem, action, and results.
- ☐ Supporting evidence and links have been provided where available.
- ☐ The nominee photograph or organization logo is ready.
- ☐ Social links are accurate.

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- ☐ Young nominee safeguarding requirements have been addressed where applicable.
 - ☐ All declarations have been reviewed and accepted.
 - ☐ The nomination has been proofread.
-

READY?

Put the work on the record.

There are changemakers whose work deserves a bigger room.

There are activists pushing against injustice.

Creatives changing the way we see.

Entrepreneurs building possibility.

Initiators moving communities forward.

Innovators solving problems others said could not be solved.

The Spicy Awards exists to bring that work **from the margins to the mainstage**.

So don't just tell us that someone is extraordinary.

Show us.

Submit a nomination that tells the truth, carries the evidence, and makes the impact impossible to ignore.

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Celebrating Changemakers. Connecting Movements. From the Margins to the Mainstage.

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